

Message Text

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PAGE 01 HAMBUR 01257 011051Z

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ACTION COME-00

INFO OCT-01 EUR-06 ISO-00 EB-05 DRC-01 RSC-01 /014 W

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FM AMCONSUL HAMBURG

TO AMEMBASSY PARIS

INFO SECSTATE WASHDC 2653

AMEMBASSY BONN

UNCLAS HAMBURG 1257

PARIS FOR GARRETT

STATE PASS COMMERCE FOR OIFI

E.O. 11652: N/A

TAGS: BEXP, GW

SUBJECT: REVERSE INVESTMENT CONFERENCE HAMBURG

1. YESTERDAY AS WE BEGAN INVITATION CAMPAIGN, WE LEARNED THAT GERMAN-AMERICAN CHAMBER OF COMMERCE IN NEW YORK HOLDING USA INVESTMENT CONFERENCE IN HAMBURG ON OCTOBER 23. THEY WILL HAVE U.S. LAWYERS, BANKERS, AND CONSULTANTS PRESENT. THEIR CONFERENCE RECEIVING SUPPORT FROM HAMBURG CHAMBER OF COMMERCE. THEY EXPECTED TO HAVE 80-100 FIRMS ATTEND THEIR EVENT AND THEIR INVITATIONS HAVE ALREADY BEEN SENT OUT. THEREFORE, WE RUNNING INTO SOME DIFFICULTY IN PERSUADING FIRMS WHO HAVE RECEIVED THESE INVITATIONS TO ATTEND OUR CONFERENCE. MANAGERS WHO HAVE ALREADY COMMITTED THEMSELVES TO CHAMBER CONFERENCE DO NOT WISH ATTEND OURS.

2. NEVERTHELESS, WE ARE PROCEEDING WITH OUR OWN INVITATION CAMPAIGN AND HOPE TO PERSUADE NUMBER OF FIRMS TO ATTEND OUR CONFERENCE. TIMING OF TWO CONFERENCES SO CLOSE TOGETHER MAY AFFECT NUMBER OF FIRMS WE ARE ABLE TO ATTRACT AND THE POSITION OF THE PERSON THOSE FIRMS WHICH ARE WILLING HAVE PEOPLE AT BOTH CONFERENCES WELL SEND TO OURS. BUT WE BELIEVE THAT DESPITE THIS PROBLEM OF A RIVAL CONFERENCE AND THE SHORT TIME AVAILABLE TO US, WE WILL SUCCEED IN ATTRACTING A

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HIGH-QUALITY AUDIENCE.BROGAN

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